

SUBJECT INDEX

Subject	Abstract No
AAAA	4884
ABC	4921
ACORN	4864
Activity data	4931
Ad	
copy testing	4879
images	4877, 4878
recall	4918
study in Israel	4796
Adlabs	4910
Adolescent	
drug attitudes	4842
study	4946
Adopters	4871
Adoption, of product	4946
Adscan	4885
Advertisement misclassification data	4877
Advertisers' assessments	4880
Advertising	4844, 4916, 4934
Association's surveys	4872
attitudes to	4899
awareness	4875
budgets	4906
cable	4894
comparative	4912
concept testing	4942
corporate	4875
effect	4848, 4874, 4908, 4910, 4911
	4915
expenditure	4917
experiments	4908
frequency	4906, 4909
government campaign	4918
managers	4815
measurement	4913
messages	4876
of brands	4914
personnel, attitudes of	4881
praxiology of	4874
process	4873
profit consequences of	4906
purchase of TV time	4907
repetition	4905
research	4898
role of	4856, 4872
sales response models	4913
schedules	4887
theories	4872
treatments	4843
TV	4886
Advertising/sales relationship	4910, 4914
Affective	
overtones	4832

Subject	Abstract No
responses	4832
value distances	4882
Age	4800
effect of	4909
AIDA	4872
Airfare	4829
Alcoholic beverages	4870
Allensbach investigation	4924
American	
markets	4855
national election study	4800
Analysis of variance technique	4814, 4821
Analytic inference	4794
Annual data	4913
Anonymity	4842
ANOVA	4821, 4870
Apartment study	4823
Archiving	4921
ASDA	4853
ASSESSOR	4831
Assimilation model	4870
Attitude	
behaviour consistency	4844, 4896
behaviour relations	4840
change	4875, 4911
formation	4848
research	4826, 4910
shift	4880
Attitudes	4841, 4915, 4934
to advertising	4899
Attribute	
importances	4837
weights	4943
Audience fragmentation	4888
Australia, quality of life study	4866
Auto-correlation	4913
Avon study	4933
Awareness testing	4883
Ballpoint pens	4912
Banking	4843
Banks	4822, 4875, 4932
BARB	4886, 4888
Bargaining	
concession	4838
skill measurement	4907
Barometer service	4934
BASES	4851
Bayesian	
procedure	4796
sequential decision model	4831
BBC	4887
Beer	4905
purchase intentions	4839
Behaviour (see also attitudes)	4839, 4841
Behavioural intentions	4840, 4908
Benefit modelling	4942
Bentler-Speckart models	4840

Subject	Abstract No
Beta binomial distribution	4799
Beverages	4838
Bias	4815
composition	4807
non response	4806, 4811
Bike study	4946
Bipolar scale response	4879
Birthday selection	4798
Brain hemispheres	4873
Brand	
advertising	4914
attitudes	4845
building	4872
choice	4839, 4860
consumption	4846
efficiency	4855
images	4877
leader	4853, 4854
loyalty	4913, 4915
names	4857
positioning	4882
purchase data	4858
quality	4905
recall	4905
switching	4915
symbols	4856
Branding	4855, 4857
Brands	4853, 4854, 4873
as language	4873
Bread	4870
British	
Home Stores	4935
Telecom	4799
Businessman readership survey	4901
Buyer	
behaviour	4865
seller negotiations	4907
Cable	4887
advertising	4894
television	4891
television audiences	4893
TV	4888, 4890, 4892
Cableshop	4894
Cadbury's drinking chocolate	4854
Cafeteria technique	4875
Caffeine products	4870
Capital Radio	4899
Car	4852
buying	4937
market	4943
Cardiovascular health	4919
Carpeting ads	4796
Categorical	
rating scale	4796
variables	4825
CBS	4921
Central	

Subject	Abstract No
government advertising	4918
location interviewing	4805
Cereals	4870
Chain store study	4935
Change	4915
Channel 4	4886
Channel switching	4890
Children and TV	4897
Children's	
decision-making abilities	4896
responses	4896
Choice	
data	4829
models	4833
Cigarette study	4878
Circulation figures	4903
Class	4869, 4930
structure	4865
Classification	4864
Clothing	
consumption	4867
expenditure	4867
Clustering	4818
Clutter/awareness	4880
Co-Op	4853
Co-operation rates	4805
Coffee	4846
Colour TV	4860
Coloured questionnaire	4814
Commitment intentions	4844
Commuter belts	4868
Comparative advertising	4912
Compliance	4838
Comprehension	4884
Computerisation age	4916
Concept test	4851
Concepts formulation	4934
Confirmation/disconfirmation paradigm	4845
Conjoint	
analysis	4822, 4823
approaches	4829
data	4824
measurement	4833
Constrained parameter estimation	4822
Consumer	
attitudes	4800
awareness	4918
behaviour	4835, 4851
choice studies	4829
credit	4862
decision making	4834
demand	4833
durable products	4852
expenditure research	4867
information acquisition	4860
location system	4813

Subject	Abstract No
preferences	4837, 4877
satisfaction	4846
sentiment	4827
usage	4934
Consumption	
behaviour patterns	4870
choice	4865
ConTACT	4864
Contraceptive behaviour	4841
Convenience foods	4870
Conversion theory	4872
Convertibility	4806
Copy	
research validation	4880
testing	4883
Corporate advertising	4875
Correspondence analysis	4818
Cost per thousand	4886
Crime prevention campaign	4918
Cultural style	4870
Customer services	4935
DAGMAR	4872
Data	
aggregation	4913
analysis	4817, 4818
collection	4817
collection costs	4805
processing	4925
Dearborn panel study	4920
Decision	
making	4834
tasks	4861
time	4860, 4882
Demand effect	4914
Descriptive inference	4794
Designer brands	4857
DHSS study	4802
Diary	4799, 4899
panels	4898
Differentiation	4856
Diffusion process	4946
Direct	
broadcast satellites	4892
mail	4813
Dirichlet process	4796
Disability study	4925
Discount rates	4938
Discriminant function analysis	4861
Dissatisfaction	4846
Distance model	4808
Distributions	4800
Divorce	4843
legislation	4929
Dog food	4839
Don't knows	4812, 4827
Door-in-the-face	4838
Dropout	4898

Subject	Abstract No
Drug	
involvement	4816
use	4842
use in the elderly	4926
Dummy variables regression analysis	4942
Dunlop	4875
Durables	4862, 4938
Dutch National Readership Survey	4808
Econometric	
analyses	4910
models	4833
series	4914
Economic growth	4916
Educational practice	4897
Effect size	4795
Effective reach	4886
Effectiveness totalisor	4885
Elaboration likelihood model	4911
Elderly	4802, 4803, 4909, 4926
interviewing of	4800, 4801
sampling of	4801
Electrification of the home	4916
Electronic	
media	4892
scanning systems	4858
Elida Gibbs	4885
Endorsers	4911
Energy	
conservation	4922
crisis	4809
saving	4938
use	4938
Engineering, study of	4924
Equal	
interval scaling	4826
rights legislation	4922
Estimation scaling	4942
Ethnic minority	4900
Ethnicity	4870
Euclidean cluster analysis	4935
Evaluative	
assessment studies	4915
beliefs	4848
research	4803
Evoked set	4937
Expenditure data	4867
Experts, use of	4796
Exposition study	4833
Extended creativity groups	4923
Extrapolation for difficulty	4806
Faberge	4796
Face-to-face interviewing	4800
Facial scales	4896
Family	
composition models	4867
expenditure	4862

Subject	Abstract No
financial management	4861
life cycle	4861, 4862, 4867
Fantasy	4873
Fashion	
apparel	4811
mindedness	4857
study	4857
Fast food menus	4829
Feedback effects	4832
Filtering	4812, 4898
Finite populations	4794, 4819
Finland, study in	4857
Fishbein behavioural intention model	4840
Fishbein/Ajzen model	4839
Follow-up	4815
Food products	4831
Foot-in-the-door	4838
Forced	
choice form	4812
exposure	4879
Forecasting models	4833
Forgetting	4906
Fragrance market	4933
France	4890
Central Statistical Office	4818
Freesheets	4901
Frequency	4886, 4905
levels	4909
Full-profile method	4822
Fund-raising	4939
Furniture	4852
Games, co-operative	4907
Garbage techniques	4870
Gatekeeper problems	4801
General Social Survey	4806
Generics scanning	4855
Geographic/aggregate level analysis	4806
German	
divorce legislation	4929
Federal Constitutional Court	4929
Germany	4890
Gift giving	4836
Glasgow rail impact study	4931
Granada Television	4898
Greek advertising efficiency	4917
Grocery trade	4855
Group	
conflict	4873
consumer information acquisition	4860
decision making	4839
impact	4946
interviews	4940
structures	4946
Guessing	4884
Guttman's pure scale model	4825
Halo effect	4832

Subject	Abstract No
Health	
and beauty products	4831
care	4926
information campaign	4919
Interview Survey	4800
study	4925
Hispanic market	4900
Hoechst	4875
Holiday	
destination alternatives	4829
target market	4813
Holistic cultural model	4873
Home	
computers	4871
security	4918
Hopkins theory of advertising	4872
Household cleaning products	4831, 4904
Humanistic advertising	4873
Husband/wife sex-role attitudes	4861
Hypotheses, statement of	4821
Hypothesis testing	4817
Idea levels	4943
Identifiability	4842
Ile-de-France Telecommunications Authority	4928
Imagery products	4877
Impart system	4886
Importance, product	4850
Impulse buying	4859
In	
home surveys	4804
store advertising	4859
Incentive	4805
schemes	4898
Income dynamics	4820
Incomplete block design	4823
Index of consumer sentiment	4827
Influence sources	4847
Infomercials	4881, 4894
Information	4884
acquisitions	4860
availability	4838
campaign	4919
decision boards	4860
display effectiveness	4858
for the elderly	4802
processing	4834, 4874
sources	4802
Innovation adopters	4871
Intellectence	4871
Interval scaling	4826
Interviewer	
attitudes	4798
effects	4801
estimates	4806
interference	4801
training	4801
Interviewing	

Subject	Abstract No
older adults	4800
the disabled	4925
the elderly	4801
Investment decision model	4938
Involvement	4911
IPC evaluation assessment	4902
Israel	4804
ad study in	4796
Item	
non response	4809, 4811
omission	4809, 4810
Japan, advertising in	4916
Job study	4837
Kish procedure	4798
Knorr seasoning cubes	4934
Knowledge gap effects	4919
Kodak Pathe	4928
Kwiksave	4853
Labour market policy	4924
Land use data	4931
Latency	4882
Latent structure models	4825
Law and survey research	4929
Lawyer study	4922
Learning	
measure of	4883
modes	4897
Least	
squares	4827
squares regression analysis	4820
Left brain	4897
Left/right brain communication	4873
Leisure	4930
activities	4868, 4899
Letter	
information system	4813
prior	4814
Levis	4796
Life	
cycle	4816, 4862
Lifestyle	4852, 4864, 4868, 4923, 4925
Linear	
discriminant analysis	4900
sequential models	4873
Linguistic coding	4885
Littlewoods	4935
Logistic model	4824
Longitudinal	
panel	4816
study	4820, 4946
Lottery	
buyer behaviour	4804
questions	4837
Luce model	4829

Subject	Abstract No
Macaroni	4846
Magazine	
advertising	4917
campaign	4915
Magazines	4901
Magnitude	4942
Mail	
-in census	4894
order purchases	4813
questionnaire	4797
survey	4807, 4815
survey response rates	4814
MANOVA	4908
Mapping	4878
Margarine	4846
Marital status	4816
Market	
leader	4853
segmentation	4850
size estimation	4934
Marketing	
information system	4828
research, myths of	4940
Markov analysis	4939
Marks and Spencer	4935
Marriage, attitudes to	4843
Mass media	4916
Mccollum/Spielman's AC-T copy research measurement	4880
Measurement of advertising	4910
Meats	4870
Mechantronics	4916
Media	
analyses	4904
influences	4923
planning	4886, 4906
purchasing	4907
research	4898, 4910
weights	4910
Medical market research panel	4898
Medicine study	4926
Memory store	4898
Methods bias	4817
Mexican immigration patterns	4870
Micro computers	4828, 4882
Minitests	4944
Miscomprehension	4884
Missing values	4794, 4808
Mix tests	4944
Mixed integer nonlinear program	4943
Model-based inference	4794
Modelling	4942
Monetary incentive	4805
Monte Carlo simulation	4824, 4828
Motorisation	4916
Multi	
attribute expectancy	4844
attribute utility model	4943

Subject	Abstract No
dimensional scaling	4878
Multinomial logit model	4829, 4833
Multiple	
recall tests	4944
regression analyses	4820, 4852, 4903
request techniques	4838
Multipoint distribution service	4892
Multivariate analysis of variance	4856, 4909
N-tiles	4886
Nash's theory of co-operative games	4907
National Readership Survey	4901
NBC	4921
NBD model	4830
Need gratification	4895
Network polls	4921
New	
electronic media	4892
media	4813, 4887
product development	4851, 4878, 4916, 4941, 4946
technology	4813, 4932
Newspaper audiences	4903
Nigeria	4934
No opinion responses	4812
Non	
random samples	4794
response	4794, 4804, 4806, 4808, 4811
Norway, study in	4831
Not-at-homes	4937
NRS	4806
Nutritional information	4901
Observations	4858
Office in the home	4946
Official	4868
statisticians	4818
statistics	4818
Oil companies	4875
On-air polling	4898
Open-ended responses	4885
Optimal scaling	4827
Ordinal scaling	4826
Ordinary least squares	4837
Origence	4871
Own label	4854
Packaging	4859, 4934
Paired-comparison	4882
Panel studies	4866
Paper towels	4846
Parfitt-Collins model	4945
Partisan voting	4920
Party identification	4922
Patterns	
of exchange	4835
of exposure	4910
Penetration	4851

Subject	Abstract No
Perceived	
risk	4850
value	4857
Perceptual distortion	4832
Perfume brand	4877
Personal orientation inventory	4810
Pet foods	4829
Pharmaceutical industry	4926
Phone service	4928
Piano recording study	4832
Point	
of purchase	4859
of-purchase interviews	4804
of-sale information	4858
Political	
attitudes	4920
behaviour	4922
research	4923
Politz-Simmons adjustment	4806
Population regression model	4820
Positioning	4943
Post	
code	4813
office	4813
Praxiology of advertising	4874
Pre	
test market	4831
testing	4877, 4910, 4918
testing ad commercials	4885
Preference	
data collection	4822
model	4831, 4837
share estimates	4824
Presidential election	4920
Press readership research	4901
Price	4854, 4935
perceptions	4857
Pricing policy	4944
Principal components analysis	4827
PRINCIPALS	4827
Prior letter	4814
Private label	4853, 4855
Probability sampling	4819
Product	
attributes	4942
characteristics	4852
design features	4832
endorser	4911
importance perceptions	4850
involvement	4850
lifetime	4852
positioning	4878
retention time	4852
symbolism	4849
testing	4898
trial	4844
usage	4864
Programme characteristics	4890

Subject	Abstract No
Projective techniques	4873
Promotions	4859, 4935
Provision, for the elderly	4803
Proximity scaling model	4922
Psychodrawings	4873, 4923
Psychological attributes	4826
Public	
house	4930
opinion	4812, 4920, 4929
transport services	4931
Purchase	
behaviour	4846, 4912
importance	4850
situation characteristics	4852
Qualitative research	4885
Quality	
indicator	4928
of life	4800, 4866
perceptions	4857
Quantitative research	4885
Questionnaire	
colours	4814
design	4801, 4921
follow up	4815
Quota sampling	4794
Racial inequality	4869
Radio	
language preference	4900
listening	4899
research	4899
Rail	
impact studies	4931
services	4931
Random	
digit dialling	4812
sampling	4794
Randomisation inference	4794
Rating scale data	4825
Ratio scaled data	4826, 4933
Reach	4903
Readership	4901, 4903
research	4902
Recall	4848, 4876, 4883, 4899
	4909, 4910
	4883, 4909
Recognition	4900
Recording bias	4799
Records	4900
Recruitment methods	4898
Reeve's theory	4872
References, validity of	4794
Refrigerator study	4852
Refusals	4806
Regional newspapers	4901
Reinforcement	4915
Religious group membership	4922
Remembering	4906

Subject	Abstract No
Repeat purchase	4851
Repetition	4883, 4905
Replacement motives	4852
Repurchase behaviour	4846
Request compliance	4838
Research theory	4817
Residence satisfaction	4825
Resource exchange theory	4835
Respondent selection	4797, 4798
Response	
bias	4799
errors	4825
latency	4882
patterns	4810, 4815
quality	4800, 4801
rates	4799, 4814, 4815
Restaurant preferences	4847
Retail	
audit	4918
study	4935
Retailer	
advertising	4854
research	4853
Retailing	4855, 4868
Rheumatism study	4927
Right-brain (see also left-brain)	4897
Risk aversion	4837
Role	
playing	4873, 4907, 4923
structure	4861
Sagacity	4864
Sainsbury	4853
Sales-advertising relationships	4914
Sample	
co-operation	4921
composition bias	4807
design	4921
selection	4794
size	4795
survey weights	4820
Sampling	4925
inferences	4819
the disabled	4925
the elderly	4801
Satellite Master Antenna Television	4892
Satisfaction	4846, 4852, 4866, 4928
processes	4845
Scale item categories	4825
Scaling	4826, 4827, 4922
models	4825
Scanner systems	4859
Second-hand market	4852
Secondary sources	4940
Segmentation	4864, 4935
Self	
image traits	4811
perception	4838

Subject	Abstract No
reporting	4842
Seller-buyer negotiations	4907
Semantic	
differential scales	4908
differentials	4844
Sensor	4944, 4945
Sensory testing	4933
Serial correlation	4913
Sex-role attitudes	4861
Share of mind model	4904
Shirt study	4856
Shopping	4868
attitudes to	4843
patterns	4859
Simulated	
consumer choice	4829
positioning problem	4943
readership data	4903
shop purchasing	4851
test markets	4944, 4945
Simulation	4808, 4828
approach	4824
Small-sample estimates	4796
Smoothing	4818
Snack food	4844
Social	
bonding	4836
change	4868
class	4865
democratic party	4923
grade	4864
impact theory	4847
inequality	4869
roles	4849
welfare study	4925
workshops	4852
Sociological research	4927
Sofa study	4860
Soft drinks	4870, 4879, 4900
South Africa, micro computer study in	4828
Spain, study in	4927
Spanish-language radio	4900
Split	
ballot experiments	4812
ballot respondent selection	4798
brain theory	4897
plot design	4883
samples	4859
Stepwise discriminant analysis	4862
Steven's hierarchy of scaling	4826
Store	
choice	4935
image	4935
location	4936
study	4859
Stratified samples	4820
Students as subjects	4908
Subliminal learning	4897

Subject	Abstract No
Supermarkets	4829
Survey	
of Consumer Credit	4862
research and the law	4929
Symbiosis	4873
Symbolic	
consumer behaviour	4856
interactions	4849
Symbolism	4849, 4873
of behaviour	4923
Synectics groups	4899
System functioning	4922
Tapes	4900
Target Group Index	4813
Task	
characteristics	4834
involvement	4850
Taste	
international	4933
of men and women	4933
Tau Beta Pi Association	4939
Technology	4868
study of	4924
Telephone	
call data	4799
interviewing	4800
surveys	4797, 4798, 4812
tracking	4894
usage	4799
Teletel	4932
Teletext	4892
Tennis balls	4848
Tesco	4853
Test marketing	4831, 4940, 4945
The Netherlands	4852
Theatre testing	4882
Thermometer-like scale	4908
Thurstone's law of categorical judgement	4796
Tie study	4857
Time	
buying	4863
management strategies	4863
regulation	4930
saving durables	4862
series	4818, 4914
Tobit	
analysis	4862
regression analysis	4938
Toilet tissue	4846
Toothpaste	4860
Town tests	4944
Tracking system	4851
Trade-off	4822, 4942
Transactional analysis	4873
Transportation modes	4829
Travel	
business	4813

Subject	Abstract No
data	4931
patterns	4931
Trial intentions	4844
Trial/repeat model	4831
TRINODAL mapping of brand images	4877, 4878
Trodahl-Carter approach	4797
TV	
advertising	4886, 4896, 4917
audience	4890
audience research	4887, 4888
audience segmentation	4895
cable	4892, 4894
children's response to advertising	4896
commercial advertising purchase	4907
commercial length	4881
commercials	4883
commercials, pre-testing of	4885
communications	4884
copy research	4880
generation	4897
programme research	4898
research	4889
set	4852
viewing behaviour	4891, 4897
Uncertainty	4837
Unique selling proposition	4872
Urban consumer behaviour	4830
Usage situation characteristics	4852
Utility functions	4823, 4837
Value model	4844
Values	4811
VCR's	4888, 4889
Velizy experiment	4932
VENUS procedure	4808
Verbal stimuli	4897
Video recorders (see also VCR)	4887
Videocassette recorders	4892
Videodisc players	4892
Videotex	4932
VIEWDATA panel	4898
VISICALC	4828
Visual	
observations	4940
stimuli	4897
Vitamins	4860
Von Neumann-Morgenstern utility theory	4837
Voting studies	4920
Washing machine	4852
Weighted least squares	4829
Whisky	4878
Window locks	4918
Women	
contribution to family social standing	4865
deviancy of	4816

Subject**Abstract No**

employed
Working wives

4863
4861, 4862, 4863

Yeasaying
Yogurt study

4884
4942

Zeigarnik effect

4876

AUTHOR INDEX

Name	Abstract No	Name	Abstract No
Aldridge, David N	4934	Durand, Richard M	4809
Andreasen, Alan R	4940		
Asenjo, Bernardo Rabassa	4927	Epstein, Joyce	4802
		Ettema, James S	4919
Barker, Jonathan	4803		
Beltrami, Richard F	4881	Ferrell, O C	4815
Bishop, George F	4812	Finn, David W	4807
Blair, Johnny	4798	Fox, Karen D	4863
Bloch, Peter H	4850	Fredricks, Arlene J	4840
Box, Jo M F	4852		
Breheny, Michael J	4936	Gardner, Meryl Paula	4848
Brinberg, David	4835	Gautschi, David A	4823
Broeders, Ton	4890	Gavish, Bezalel	4943
Bronner, Alfred E	4808	Gentry, James W	4871
Brown, James W	4919	Gliksmann, R	4928
Brown, Michael	4864	Godfrey, Simon	4944, 4945
Buck, S F	4888	Granbois, Donald H	4861
Burdick, Richard K	4821	Green, Paul E	4879
		Greenhalgh, Leonard	4907
Cacioppo, John T	4911	Grifel, Avi	4804
Calder, Bobby J	4838, 4896	Gronhaug, Kjell	4937
Cannon-Bonventre, Kristina	4859	Guffey, Hugh J Jr	4809
Carof, Jacqueline	4928	Gullen, Phil	4886
Ccadotte, Ernest R	4845		
Chardin, Clare	4918	Hagan, Dan E	4797
Chilvers, David	4813	Hallberg, Garth	4894
Chisnall, Peter M	4925	Hancock, Geoffrey	4854
Clemens, John	4897, 4898	Hanna, Sherman	4867
Cohen, Joel B	4839	Hansen, Morris H	4819
Coleman, Richard P	4865	Harvey, Michael G	4891
Collier, Charlotte Meier	4797	Hattie, John	4810
Cooper, Peter	4873, 4923	Headley, Bruce	4866
Copeland, R A	4843	Hensher, David A	4833
Corkindale, David	4910	Herzog, A Regula	4800
Corstjens, Marcel L	4823	Hinkle, Dennis E	4795
Crosier, Keith	4874	Hoinville, Gerald	4801
Currim, Imran S	4837	Holbrook, Morris B	4832
		Holder, S	4843
Davidson, Andrew R	4841	Holstius, Karin	4857
Day, Colin	4899	Hood, N	4935
Demirdjian, Z S	4912	Hooper, Michael	4922
Deshpande, Rohit	4817	Hornik, Jacob	4796
Deville, J C	4818	Horskey, Dan	4943
Dickerson, Mary Dee	4871	Houston, Douglas A	4938
Didow, Nicholas M Jr	4827	Hulks, Bob	4886
Dillon, William R	4825		
Domzal, Teresa J	4895	Imms, Mike	4868
Dossett, Dennis L	4840		
Du Mouchel, William H	4820	Jaffe, Eugene D	4804
Duncan, Greg J	4820	Jain, Arunk	4822
Dunn, R	4830	James, Watson S 'Jay'	4892

Name	Abstract No	Name	Abstract No
Jenkins, Roger L	4845	Neslin, Scott A	4907
Jobber, David	4814	Nickols, Sharon Y	4863
		Noelle-Neumann, Elisabeth	4929
Kandel, Denise	4816		
Katz, Gerald M	4831	O'Guinn, Thomas C	4900
Keon, John W	4877, 4878	O'Rourke, Diane	4798
Kernan, Jerome B	4895	Oherlihy, Callaghan	4906
Kioulafas, K E	4917	Oldendick, Robert W	4812
Kjell Gronhaug	4946	Oliver, J Dale	4795
Klein, Peter R	4880	Omura, Glenn S	4811
Kohout, Frank J	4860	Owari, Yukiya	4916
Krugman, Dean	4815		
Kulka, Richard A	4800	Paltschik, Mikael	4857
		Pasternak, Hanoch	4804
LaBarbera, Priscilla A	4846	Perreault, William D Jr	4827
Lamb, Charles W	4807	Perrot, Ph	4928
Lannon, Judie	4873	Petty, Richard E	4911
Latane, Bibb	4847	Planchon, John M	4809
Lemert, James B	4905	Pugnet, Anne	4932
Leone, Robert P	4914	Punj, Girish N	4834
Logan, John	4816		
Logie, Tony	4889	Quelch, John A	4859
Louviere, Jordan J	4829, 4833		
Low, James T	4824	Rabino, Samuel	4942
Luepker, Russell V	4919	Ramsay, Bill	4855
Lunn, Tony	4923	Raveis, Victoria	4816
		Reader, S	4830
MacLachlan, James	4876, 4882	Reid, Leonard N	4908
Madden, Thomas J	4825	Reilly, Michael D	4870
Madow, William G	4819	Richins, Marsha L	4850
Malhotra, Naresh, K	4822	Robinson, Robert V	4869
Malinvaude, E	4818	Rodgers, Willard L	4800
Malvin, Janet H	4842	Roedder, Deborah L	4896
Maringe, Jacques	4932	Rosen, Dennis L	4861
Martin, D C	4933	Rothe, James T	4891
Mazursky, David	4846	Rothschild, Michael L	4883
McCallum, David	4918	Rudd, Joel	4860
McDonald, C D	4885		
McKenzie, John	4799	Sampson, Peter	4851
McManus, Mike	4813	Sanderson, Stuart	4814
Meadows, Rod	4872	Sands, Saul	4941
Metzger, Gale D	4893	Sarin, Rakesh K	4837
Meyer, Timothy P	4900	Schafer, Marianne	4805
Michael, George C	4891	Schafer, Richard	4805
Miniard, Paul W	4839	Schaffer, Catherine M	4879
Mitchell, Dawn	4901	Schlaeppli, A C	4885
Morrison, Diane M	4841	Schmittlein, David C	4884
Morrison, Donald G	4884	Schulz, Rudiger	4924
Moskowitz, Howard	4942	Schumann, David	4911
Moskowitz, Joel M	4842	Sharmar, John	4853
Mulani, Narendra	4825	Shaw, Jim	4887
Muller, Thomas E	4858	Sherry, John F Jr	4836
Murphy, Oliver	4923	Shore, Arthur J	4934
Myers, John G	4882	Singh, Surendra N	4883
		Smith, Alan	4915

Name	Abstract No	Name	Abstract No
Smith, Michael A	4930	Woodworth, George	4829
Smith, Robert E	4844	Worcester, Robert M	4875
Smith, T M F	4794	Wrigley, N	4830
Smith, Tom W	4806		
Soley, Lawrence C	4903, 4908	Yuspeh, Sonia	4894
Solomon, Michael R	4849		
Soukup, David J	4939		
Speetzen, Rolf	4904		
Srikanth, Kizhanatham	4943		
Srinivason, V	4822		
Stephens, Nancy	4909		
Sternthal, Brian	4838, 4896		
Stewart, D	4935		
Stewart, David W	4834		
Stockton, Ronald R	4920		
Sudman, Seymour	4921		
Swartz, Teresa A	4856		
Swinyard, William R	4844		
Tainiter, Melvin	4880		
Taylor, David	4926		
Tepping, Benjamin J	4819		
Traylor, Mark	4826		
Troye, Sigurd V	4937		
Tuchfarber, Alfred J	4812		
Twyman, Tony	4899		
Tybout, Alice M	4838		
Unwin, Stephen J F	4905		
Urban, Glen L	4831		
Wagner, Janet	4867		
Wallendorf, Melanie	4870		
Wang, Chih-kang	4807		
Warrens, Robert A	4909		
Wayman, Frank Whelon	4920		
Wegner, Trevor	4828		
Weinberg, Charles B	4862, 4913		
Weiss, Doyle L	4913		
Wenzel, Wilfried	4904		
Wicks, Anne	4902		
Wicks, John	4931		
Wiley, James B	4824		
Wilkins, Carole	4899		
Wilkinson, Jon	4944		
Willey, Michael	4934		
Williamson, Nicholas C	4827		
Windal, Pierre M	4913		
Winer, Russell S	4862		
Winter, F H	4933		
Wiseman, Frederick	4805		
Wolf, Sharon	4847		
Wood, Ronald	4835		
Woodham, Graham	4899		
Woodruff, Robert B	4845		